

TOTAL COST = \$ 3.9 MM

Coupons

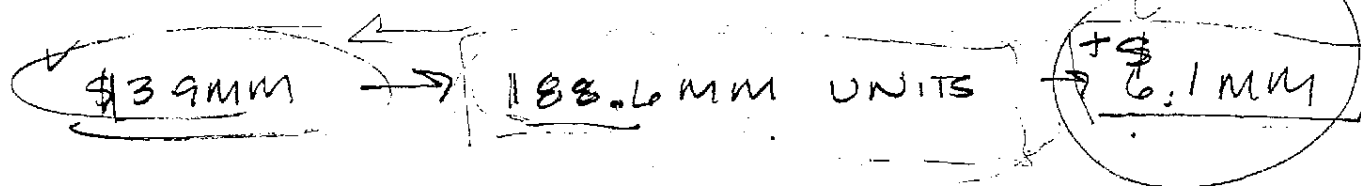
Units Moved

536 M CARTONS Circ x Response Rate of Coupons
JACKET 354 M CARTONS
BAG 382 M CARTONS
VISON 60 M CARTONS
camera 45 M CARTONS
fanny pack 101 M CARTONS

1,479 M - 2005

- 536 M subsidized
943 M

188,600 M UNITS



Does
Payout

12/31

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